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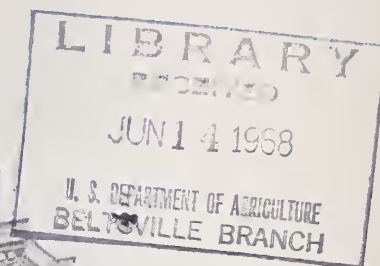
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AGRICULTURAL MARKETING

JUNE 1968 • VOL. 13, NO. 6



COMMUNITY ACTION
GETS A FOOD PROGRAM

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EXCHANGED

From the Editor . . .

THE PURPOSE of the U.S. Department of Agriculture's Consumer and Marketing Service is to help attain an efficient, fair and economical marketing system. In carrying out its role, C&MS acts in many areas and services all of the Nation's population—the producer, the marketer, and the consumer. It underwrites the quality and wholesomeness of much of the Nation's food supply; it safeguards competition in the marketing of meat and poultry, fruits and vegetables; it administers programs which improve the diets of the Nation's school children and the needy; it brings market news to buyers and sellers; and it helps industry set up and maintain marketing agreement and order programs.

As an agency within USDA, C&MS is sensitive to the changing national and international climate. These changes bring new directions in C&MS program emphasis—and are reflected in the stories which appear in AGRICULTURAL MARKETING.

Of urgent concern to the Nation and to USDA is the need to make certain that every U.S. citizen benefits from our country's food abundance. One step in this direction is to help bring counties with high percentages of

low-income families into one of USDA's food assistance programs. The article, "Escalating the War against Hunger," page 15, discusses USDA's progress toward that goal "Community Action for a Food Program," page 10, describes how one area, on its own initiative, went about instituting a food program, while this month's "C&MS Personnel Spotlight," page 20, zeroes in on a commodity distribution field supervisor and his role in helping USDA achieve its end.

Another target group for USDA food aid is school children. C&MS' National School Lunch Program has been providing America's young people with nutritious, low-cost lunches since 1946. "Run for Your Breakfast—to School," page 6, features the pilot school breakfast program, established under the Child Nutrition Act of 1966 to provide a nutritional headstart for those children who live too far from school or who are too poor to begin the day with a good meal.

As a monthly mirror of C&MS activities, AGRICULTURAL MARKETING will shift emphasis from time to time in accurate reflection of C&MS services to the producer, the marketer, and the consumer.

COVER STORY

A Connecticut community's "Food Service" fed its first hungry family last July, after a unique effort by the concerned citizens of 16 towns. See pages 10 and 11.



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MARKET POWER FOR FARMERS — HOW DO THEY ACQUIRE IT?

Western State Marketing Service Workshop explores problem of bargaining power.

*By George A. Goldsborough, Director
Matching Fund Programs, C&MS, USDA*

“WHEN A LARGE segment of the population is denied the level of living it feels entitled to, then you're going to have unrest and, sooner or later, some sort of action to bring about a change.”

The speaker was not referring to unrest in the ghettos of American cities—he was talking about farmers.

This was among the statements made by J. Frank Bennett, assistant director of the California Department of Agriculture, as he summed up the three days of discussion at a workshop devoted to the theme, “Market Power for Farmers—How Do They Acquire It?”

The workshop, held in Sacramento, Calif., and attended by representatives of 10 Western States, was one of four regional Marketing Service Workshops held this spring under the sponsorship of the U.S. Department of Agriculture's Consumer and Marketing Service, the National Association of State Departments of Agriculture, and the National Association of Marketing Officials.

Speaker after speaker at the workshop pointed out the unrest among farmers—their dissatisfaction with farm prices—and their determination to do something about it. But market—or bargaining—power was seen not as a panacea but rather as one tool to help solve the farm income problem—and speakers differed widely in their opinions as to its efficacy.

Keynote speaker Dr. Sidney Hoos, professor of agricultural economics at the University of California, warned that the current interest in and discussion of bargaining power in agriculture may lead to “unbalanced and exaggerated pictures” of what it can accomplish.

“There is a presumption that low prices to farmers result from their lack of bargaining power,” he said, “whereas, in fact, the low prices may be a necessary reflection of the basic

supply and demand situations for the commodity. There is nothing in the bargaining process itself that necessarily results or must result in higher prices than would otherwise occur. The economic system,” he added, “will not pay more than it finds necessary as an incentive to producers to produce.”

State and Federal marketing orders presently play only a limited role in the farmers' quest for bargaining power, another speaker pointed out—but this role could well be expanded.

Dr. Kenneth Farrell, director of the Marketing Economics Division of USDA's Economic Research Service, went on to explain that marketing orders could be used to enhance farmer bargaining power through more aggressive use of existing authority, through better coordination of marketing orders and various forms of group action (bargaining associations and cooperatives), and by amending present enabling statutes where necessary.

“Power to bargain collectively over terms of price is the most obvious and direct means to improve farm income,” he said. “This, of course, to be effective requires supply control. But returns might also be enhanced through regulation of non-price terms of sale—grades and quality to be marketed, uniform payment and contract terms, and prevention of unfair trading practices and discrimination.

“The bargaining position of the individual producer might also be enhanced by more, and more relevant, information concerning market conditions,” he added. This sentiment was echoed by many of the other speakers during the three days of talks and discussion. And it was in this area that most concrete suggestions were made as to how State and Federal governments could aid

producers in improving their position.

“One of the most important jobs you (government officials) can do,” said Ralph Bunje, manager of the California Canning Peach Association, “is serve as the source of sound, solid information.” He pointed to the need to keep farmers and processors “close to the realities of market situations as they occur” and said the government should “get the economic facts to farmers.”

Several speakers reported projects in their States to expand market news coverage to take in new methods of marketing and new areas, and to provide better statistical data as an aid in planning production and marketing. Dr. Gerald Engelman, of USDA's Packers and Stockyards Administration, stressed the broiler growers' need for a market news service on contract terms and payments.

Donald Moos, director of the Washington State Department of Agriculture, suggested that government agencies should provide farmers with more complete, objective information on proposed bargaining power programs and legislation—to help put perspective into discussions—and to sort out the cliches usually employed by proponents and opponents.

“Government is not and should not be involved in bargaining power except as an advisor and a referee,” said William S. Abbott, Special Assistant to Secretary of Agriculture Orville L. Freeman, in a closing speech. He reviewed the terms of the “Mondale Bill” which would place new bargaining tools in the hands of farmers. “I think few would disagree that bargaining power is ‘an idea whose time has come,’ ” he said. “It remains to be seen whether it will grow beyond a mere idea into an effective tool for giving farmers marketing strength.”

YIELD GRADING TODAY

Because of value differences in yields of retail cuts, buyers and sellers of carcass beef are beginning to realize the importance of trading on the basis of both quality and yield grades.

By W. E. Tyler

YIELD GRADING was a new term—and a new idea—to many people when it was introduced in June 1965 as an official service of the U.S. Department of Agriculture's Consumer and Marketing Service.

In the three years since then, however, this new marketing tool for the beef industry has really begun to "catch on."

During the first month yield grading was available, only slightly more than 13 million pounds of beef were yield graded—about one and one-half percent of the beef quality graded during that same period.

The volume of beef being yield graded now amounts to about 13 percent of the beef being quality graded—during 1967, more than one billion pounds of beef were officially yield graded by USDA meat graders. During the latest four-week period of 1968 (3/10 to 4/6) for which figures are available, nearly 156 million pounds of beef were yield graded. This represents 16.3 percent of the beef quality graded during this same period.

This increase has resulted from the acceptance and use of yield grades by numerous meat packers and retailers in the country.

Yield grades measure and identify one of the two primary value determining factors of a beef carcass—the quantity of salable beef a carcass will produce. The familiar USDA quality grades for beef—Prime, Choice, and Good—measure and identify the other factor: quality.

Yield grades identify carcasses for differences in the yields of boneless, closely trimmed retail cuts from the round, loin, rib, and chuck. Carcasses of the same quality grade

differ widely in these yields and, therefore, in value. For example, it is not unusual for Choice grade carcasses of the same weight to vary as much as \$50 in retail sales value, and differences of \$25 to \$30 are quite common. Of the five yield grades, carcasses in Yield Grade 1 have the highest yields of retail cuts while carcasses in Yield Grade 5 have the lowest yields. Yield grades

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are separate from the quality grades, so beef carcasses can be identified for yield grade, quality grade, or both.

During the nearly three years since yield grades were adopted, there has been an average difference in retail sales value of about \$3.50 per hundredweight between carcasses of adjacent yield grades. Differences in value between a Yield Grade 2 and a Yield Grade 4 of the same quality grade and weight would be about \$7 per hundredweight—or a difference of \$45 between 650-pound carcasses.

Buyers and sellers of carcass beef are becoming more aware of these value differences and are beginning to realize the importance of trading on the basis of both quality and yield grades. Most packers selling beef on a yield graded basis have been able to obtain at least some price differentials between yield grades. In carlot channels, Prime and Choice Yield Grades 1 and 2 have commanded a premium of \$1.00 to \$1.50 per hundredweight over regular carlot prices and in

many cases Yield Grade 3's have sold at 50 cents over the market. These price differentials do not accurately reflect the full value differences associated with differences in yields of retail cuts—but they are an important step in the right direction.

The amount of fat trimmed in making retail cuts is the most important yield grade factor. And the economic importance of this to the industry is becoming well recognized. It costs money to put excess fat on cattle and it costs money to ship excess fat around the country. Millions of diet-conscious shoppers are forcing retailers to trim excess fat from retail cuts of beef in ever increasing amounts. Each year retailers trim more than two billion pounds of waste fat from the fed cattle portion of our cattle production. To the producer, this fat represents an estimated cost of \$1.25 billion. But as a by-product of the retail beef business, it represents a value of only about \$100 million.

At least one-half of the excess fat being produced could be eliminated through improved breeding and management programs without any sacrifice in the eating quality of beef. This could result in a net savings of \$30 per head on the cost of producing our fed beef.

Yields grades, which offer a means of identifying strains of cattle and production methods which produce high quality, meat-type cattle with a minimum of waste fat, can help bring about these savings.

The growth of yield grading over the past three years has been encouraging. The increased use of yield grading indicates that the livestock and beef industry is becoming more "cutability conscious."

COUNTING CALORIES? Don't forget to also "count" the nutritive value in the foods you eat.

Those foods you allow yourself should contain more than "food energy." They should be packed with vitamins, minerals, and proteins needed to build your body and to help keep you in good health throughout your diet—and afterwards, too.

But, if you're eating less—and concentrating on nutritional values—you probably are more concerned than ever about the eating quality of foods. The U.S. Department of Agriculture's Consumer and Marketing Service has grades—guides to quality—for many foods. Let's take a look at a few foods that supply valuable amounts of nutrients and are relatively low in calories and see how to get the best eating quality.

Eggs are a dependable source of protein, iron, vitamin A, and riboflavin (vitamin B₂)—and they're one of the few foods that contain natural vitamin D. Despite its high nutritive value, a large egg has only 80 calories, about 60 of which come from the yolk.

Eggs are versatile. They can be fixed by themselves or added to casseroles, salads, sauces, and desserts. But, no matter how you use them you'll get the quality you want when you see the USDA grade shield. The top two grades, U.S. Grade AA (Fresh Fancy) and A are ideal for all purposes.

You can find these grades in all sizes. The most common are Extra Large, Large, Medium, and Small. Size, independent of quality, is based on weight per dozen. U.S. Grade AA (Fresh Fancy) or Grade A eggs of any size guarantee you a fresh, top quality product. (For more information, write for a free copy of "How To Buy Eggs," G-144, Office of Information, USDA, Washington, D.C. 20250.)

Nearly everyone—including people not watching their weight—enjoys fresh fruit, and most fresh, raw, unsweetened fruits have fewer than 100 calories per serving. (Sweetened fruits and those canned in heavy syrup are higher in calories). All fruits have some vitamin C—but in varying amounts. Citrus fruits, including grapefruit, are rich in this vitamin, which is important in any diet.

Grapefruit is versatile, too. The "half-a-grapefruit for breakfast" (only 55 to 60 calories for medium size) is just one of its uses—it can also be added to other fruits to make a refreshing appetizer, a tasty salad, or a flavorful dessert.

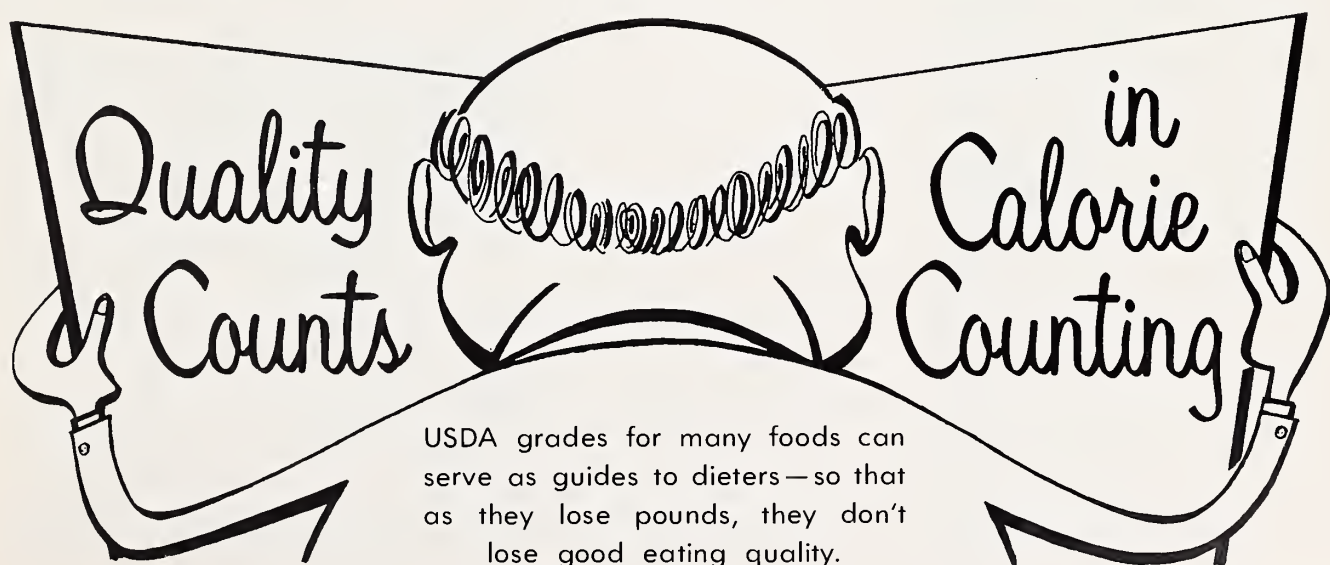
You'll want good quality grapefruit for these serving ideas. You may find "U.S. No. 1" on grapefruit packages. If you don't, select firm, well-shaped fruits that are heavy for their size. A thin-skinned grapefruit has more juice than a coarse-skinned fruit.

Skin defects, such as scratches and discoloration, usually don't affect eating quality. (You can get a free copy of "How To Buy Fresh Fruits," G-141, by writing Office of Information, USDA, Washington, D.C. 20250.

Another product which weight-watchers can use to their advantage is instant nonfat dry milk. An eight-ounce glass of reconstituted nonfat dry milk contains only 90 calories—about half that of whole milk. And, it provides almost as much nutritive value. If you want, you can mix equal amounts of reconstituted nonfat dry milk and fresh whole milk and still get fewer calories than from an equal amount of whole milk.

The high quality and wholesomeness of instant nonfat dry milk is assured in packages with "U.S. Extra Grade" shield on the label. This means it will have a sweet and pleasing flavor. And it will live up to its name—it'll dissolve instantly when mixed with water. (To learn more about this product, write for a free copy of "How To Buy Instant Nonfat Dry Milk," G-140, Office of Information, USDA, Washington, D.C. 20250).

If you're counting calories, don't neglect the nutritional values of the foods you select. And to get better eating quality, remember that you can count on USDA grades to help you choose.





RUN FOR YOUR BREAKFAST— TO SCHOOL!

Cleveland school children receive breakfast of USDA-donated orange juice, milk, and cereal.

Tina and friends. Cleveland Mayor Carl B. Stokes and Secretary of Agriculture Orville L. Freeman get first-hand view (and taste) of breakfast at school in Cleveland's Tremont Elementary School.

"I RUN TO school as fast as I can so I won't miss breakfast," said Martin Krizovich, a pupil in Cleveland's Tremont Elementary School.

Similar sentiments are echoed by Martin's 27,000 counterparts in the 29 Cleveland poverty-area schools that started the Nation's largest pilot breakfast program in January 1968.

In fact, approval of breakfast at school comes from all over the United States and Puerto Rico, where this year well over 150,000 youngsters for the first time got a nourishing breakfast at an average charge of 10 cents to children who could afford to pay. Over 60 percent of the school breakfasts were served free, however, with funds and food donated by the U.S. Department of Agriculture for the purpose.

The breakfast-at-school idea resulted from growing recognition over the past several years that the widely accepted school lunch program fostered by the National School Lunch Act of 1946 still left a nutrition gap in those children

who were hungry during the first half of their learning day—and not necessarily just children from poor homes. It is as true in the morning as it is in the afternoon that "you can't teach a hungry child."

The Child Nutrition Act of 1966 authorized a two-year pilot school breakfast program, aimed particularly at children from poor homes and at those who travel long distances to school. That breakfast in many schools can be a definite aid to the total education process was shown in the 1967 and 1968 tests, and Congress is considering extending and expanding the program.

What happened in Cleveland is representative of the effect of new school food service programs wherever and whenever they are started. Dr. Paul W. Briggs, Superintendent of Cleveland Public Schools reported an immediate 10 percent increase in daily attendance figures at the 29 schools, and noted that other kinds of efforts and campaigns to cut absenteeism had never resulted in more than a one or two percent improvement.

The largest of the 29 elementary schools is the Tremont School in the 1400 block of West 10th Street, which serves a community of about 25,000 people that represent the races and origins that make up the United States today. The school enrollment of 1,493 youngsters includes more than 1200 white children, 160 Negro youngsters, nearly 100 Puerto Ricans, and 15 Indians. Some of the Puerto Rican youngsters were born in that Commonwealth, and about 25 other children were foreign-born, representing such nations as France, Greece, Yugoslavia, and Brazil.

Tremont School itself is a sprawling complex of additions, the latest in 1925, to an original building constructed in 1875. It is typical too of the schools found today in cities across the country; it has no cafeteria. The daily breakfast of USDA-donated orange juice, milk and commercially packaged cereal is supplied from daily deliveries, aided by some refrigeration equipment purchased with State and city funds. The children eat breakfast

at their desks at 8:40 a.m. every school day, and deposit their napkins, straws, plastic spoons and empty food and beverage containers in trash baskets in time to open their books at 9 o'clock. All of the breakfasts in Cleveland are free.

Principal Mary C. Gulmi and the 60 teachers at Tremont all cite greater alertness, longer attention

spans, less disciplinary problems, and greater achievement as noticeable benefits of the breakfast program, in addition to the improved attendance records. And they are looking forward to the not-too-distant future when Tremont and similar Cleveland schools can also offer lunch, from a large central kitchen facility now being readied.

This is Tina Fitzwater, 8 year old third-grader. She's one of some 27,000 Cleveland youngsters, many from surroundings like these (right), who began getting breakfast at school last winter. Below, Tina pauses on her way to Tremont Elementary School for a view of Cleveland's industrial area that surrounds her school and home. It's estimated that at least 2.8 million children in other major cities of the Nation are not so fortunate as Tina—the schools they attend have not yet started a breakfast or lunch program to help close the nutrition gap for needy pupils.



Simplified food service. These first-grade youngsters in a Cleveland school enjoy orange juice, cereal and milk at their desk—a nutritious breakfast made possible by cash and donated foods from USDA, and local efforts. Like hundreds of similar schools in urban centers that have limited space and facilities, any food service for the children requires ingenuity and a “make-do” spirit.

INSPECTION FOR YOUR PROTECTION

Meat inspectors with the U.S. Department of Agriculture refused entry of some 408,000 pounds of imported meat during a recent week because it failed to meet inspection standards.

Shipments to the United States from eight countries consisted mostly of canned hams, pork roll, and boneless beef and mutton. Reasons for the rejections included dented cans, leaking containers, or evidences of contamination or defects in the shipments.

The rejections exemplify the continuing responsibility USDA's Consumer and Marketing Service has in assuring consumers that imported meat products they buy are wholesome and properly packaged and labeled.

At U.S. ports, the C&MS inspectors check imported products to see that they conform to equal standards of wholesomeness and composition as meat products produced in the United States under Federal inspection.

Bulk of the imported meat measures up to the inspection standards, since to be imported it must be produced under a USDA-approved foreign inspection system. But some imported meat doesn't measure up or is damaged in transit. To protect U.S. consumers, C&MS inspectors refuse its entry into the country.



C&MS home economist bakes frozen dinner according to package directions to make sure product meets expectations.

What USDA Cooks Up for You

WHEN YOU, as an American consumer, walk into a store and pick up a federally inspected processed meat or poultry product you can read the label and find out many things about it. But do you know exactly *what* it is?

You can. A group of specialists in the U.S. Department of Agriculture's Consumer and Marketing Service assures you that the product you are buying has the characteristics traditionally associated with its name.

Take corned beef hash, for example.

In USDA test kitchens, trained home economists examine the corned beef hash processed by various manufacturers and learn things like how much beef each processor uses. They can determine the standards of the majority of the manufacturers to get a reading on what the consumer is used to. Finally, they can set the standard that corned beef hash must contain at least 35 percent beef, the present requirement.

Information obtained from restaurants about professional ways to prepare corned beef hash tells the specialists what you expect when you order corned beef hash. In the case of a foreign product, an embassy is called.

Cook books and other reference materials are used. A statement from a cook book will define corned beef hash, as will the dictionary. Checking of such sources reveals information about the standard definition of a product like corned beef. And

Specialists make sure you get what you expect when you buy a processed meat or poultry product.

By Dr. Richard H. Alsmeyer

it reveals what optional ingredients such as onions or garlic or beef broth may be used.

Consumer feedback is especially important. Many times, home economists working in the test kitchens use taste panels. They also act on recommendations from consumers. Often, consumer suggestions prompt new or different approaches.

The specialists set minimums and maximums for other constituents of the product, as well. For example, after extensive laboratory work and technical consultation, they determine what percentage of fat and of moisture corned beef hash can contain.

If a manufacturer develops a new processing technique, it must be checked. All additives must first be safe, but must also be effective. If a processor wants to use an additive to make a product more moist or tender, it must do the job to be approved.

All processors must register their complete formulas with USDA.

This group keeps in mind the interests of all consumers, including those who do not actually want a standardized product and those who cannot always afford the highest quality. If a manufacturer intro-

duces a product which is similar to corned beef hash but does not conform to USDA standards, it is still checked for safety, but is named something else. For instance, a new name is used—such as “potatoes with corned beef” if it does not contain enough meat.

To properly protect consumers, the group—comprised of experts in home economics, food hygiene, food technology, and food chemistry—keeps attuned to constant changes in food processing. They work closely with the food industry and with consumer spokesmen to arrive at uniform standards so when you buy meat and poultry products, you know what to expect.

So, when you walk into a store and pick up a container of federally inspected corned beef hash, you know you are getting a standardized product—one which has been defined by specialists who reviewed the product, approved industry proposals, and set the standards.

You may not know that corned beef hash is “the semisolid meat food product in the form of a compact mass which is prepared with beef, potatoes, curing agents, and some optional ingredients.” But, you will more likely get corned beef hash as you *do* know it . . . maybe even like mother used to buy or make!

The author is Head, Standards Group, Technical Services Division, C&MS, USDA.

GUARANTEEING that the meat supply of 200 million Americans is wholesome is an awesome task.

In passing the Wholesome Meat Act of 1967, Congress entrusted the U.S. Department of Agriculture with the task of assisting the States in developing their own meat inspection programs equal to that of the Federal government. But how does this process actually begin?

It begins with a request from the State to USDA's Consumer and Marketing Service, which administers the Federal meat inspection program.

USDA has been inspecting meat and meat products processed in plants which sell across State lines or in foreign commerce for 62 years. In 1967, USDA inspectors certified the wholesomeness of more than 70 billion inspection pounds of meat and meat products.

Under the Wholesome Meat Act, the States will conduct inspection programs for meat products processed in non-federally inspected plants which sell within State boundaries. Each of the States has up to two years—or three if significant progress is being made—to develop such a program.

After the State makes its request for Federal assistance, a team of both Federal and State personnel reviews the State's program.

The State law must provide for compulsory inspection both before and after slaughter, continuous inspection of the meat during processing, and adequate sanitation requirements.

Organization and staffing of the State program, as well as budgeting and financing, are reviewed by USDA. USDA officials conduct a review of the State's inspection organizational structure, the number and types of plants which will come under State inspection as well as the volume of meat they handle, the personnel and the equipment employed for technical and administrative support, and even the personnel policies the State follows.

They also review a sample number of State inspected plants. They check such things as the location, the water disposal facilities, and

STATES ACT to ASSURE WHOLESOME MEAT

C&MS works with the States to develop a meat inspection program equal to that of the Federal government.

By Dr. James K. Payne

sanitation of the plant equipment. Certain minimum standards are essential, but adjustments and modifications may be made as necessary.

The inspection procedures are checked to see how State inspection actually will be carried out.

When this review is completed, a report is submitted to USDA explaining the nature and the extent of the actual or the proposed State program, any deficiencies in the State's program and the State's plans to correct them, estimates of the cost involved, and the timetables for accomplishing any necessary improvements.

State officials and USDA then sign a cooperative agreement to establish financial arrangements and

other necessary provisions.

In the first five months after passage of the Wholesome Meat Act, seven States—California, Illinois, Missouri, New York, Oklahoma, Tennessee, and Washington—completed such cooperative agreements with USDA.

USDA pays up to 50 percent of the cost of the State's inspection program. The State uses these funds to finance its new program while USDA continues to pay all the costs of Federal inspection within the State.

Under the agreement, USDA also gives the State advisory and technical assistance by helping to set up plans for adequate personnel, to develop and to maintain standards for inspection operations, and to make provisions to bring all meat plants subject to State inspection under the requirements.

USDA also assists the State in training its inspection personnel. Some are trained in the USDA training centers across the Nation. Both USDA and the State aim to uniformly train inspectors in the inspection procedures and to make use of the best packing plant facilities for on-the-job training.

A team of Federal and State personnel reviews a number of plants which operate under State inspection each year as a basis for an annual report to Congress. The review is designed to determine each plant's compliance with the requirements.

The goal of this exacting pro-

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gram is to give all American consumers a totally inspected meat supply which conforms to a single uniform standard for wholesomeness.

This program—by which the Federal government gives financial, advisory, and technical assistance to the States—enables each State to guarantee its people that the meat they buy is safe, wholesome, unadulterated, and truthfully labeled—whether it is checked by Federal or by State inspectors.



OVER 2,000 low-income people in northeast Connecticut's Windham area are enjoying better diets with U.S. Department of Agriculture donated foods because their neighbors cared.

It began when the Windham Area Community Action Program—one of 13 community action agencies in Connecticut—surveyed low-income sections in the towns covered by WACAP and found that food assistance was among the programs most wanted and needed.

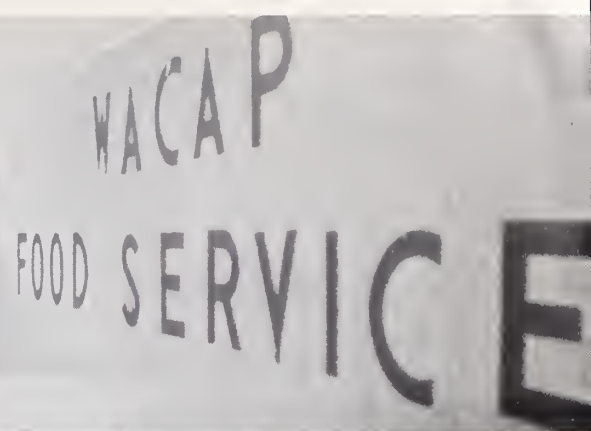
Unlike the majority of States that have county governments whose officials can pay the cost of a county-wide food distribution program with local tax money, the New England States are divided into cities, towns and townships that operate independently. County lines are largely geographic. Individual small towns in New England thus find it difficult to set up a food donation program with its requirements for storage and

handling facilities, certification of eligibles, and record-keeping.

But WACAP found the way.

WACAP's "Food Service" fed its first hungry family last July, after a unique effort by the concerned citizens of 16 towns. Everything needed to start the program came from within the Windham Area. Office space for the WACAP Food Director, Harold Stevens, was donated by a charitable organization. Centrally located freezer and storage space was given by a private citizen. The 19 convenient locations for distribution centers in this largely rural area were made available by churches and private organizations. Town halls were made available in many cases. Each one of the sixteen towns paid a pro rate cash share to WACAP toward the purchase of a second hand truck to deliver the food.

The effectiveness of the program is known throughout New England.



Community Action Gets A Food Program

A Connecticut community finds a way to feed its needy.

Several neighboring communities have heard about WACAP's "Food Service" and have sent delegations to find out how it was done. A similar activity was started this spring in Knox County, Maine.

WACAP's Director, William Olds, calls the program "the most tangible service we have offered our people. It has helped us to show our disadvantaged citizens that working together, we can do something about their situation."

WACAP's neighborhood workers live and work in Windham's low-income areas. Through them the disadvantaged are able to find out first hand what can be done to help them. Other activities include a Senior Citizens center, bus service for the elderly, Head Start child development programs, and Neighborhood Youth Corps projects. WACAP also coordinates its efforts with a manpower development and training project and a home and

health aid program for homemakers.

An elderly lady, who had just picked up a bag full of the donated food, summed up the community spirit so apparent in the Windham area when she said, "Everybody around here helps everybody else." She went on, "I don't need the food myself but I come down to help my neighbor carry her food home. She's getting old."

Thus, the 2,000 food donation recipients in the Windham area join some 3.6 million people nationwide who are benefiting from USDA donated foods.

Another 41,000 low-income people in Hartford, New Haven and Waterbury, Connecticut, are taking part in the Food Stamp Program, a family food assistance activity also administered by USDA's Consumer and Marketing Service. Nationally, some 2.5 million people have better diets through the use of food stamps that supplement their food-buying power.



(Top to bottom) Donated foods are delivered to the community room of a senior citizen apartment complex. Eleven percent of the Windham area residents are over 65.

Jim Potter, WACAP food service's only full-time assistant, gets ready for distribution.

Senior citizen Harold Stevens, a spry 75, came out of retirement to become WACAP's food director. He had had a successful career with a food chain.

The Machado family are six of over 2000 served by this unique community effort. The July issue of *AGRICULTURAL MARKETING* will include a story about this family, featuring some recipes Mrs. Machado uses to prepare donated foods.

WACAP's food-service truck travels over 400 miles each month to feed the needy of this largely rural area.

Cheryl "Twiggy" Machado likes the peanut butter.



TURKEY GROWERS AND PROCESSORS:

How to make the most of sales arrangements based on U.S. Grade A turkeys.

By Bernard W. Kempers

INCREASING NUMBERS of turkey processors are offering growers purchase agreements based on the percentage of birds which are designated U.S. Grade A by official U.S. Department of Agriculture graders.

Understandably, both growers and processors operating under such agreements are eager to increase the number of turkeys which grade A.

USDA's Consumer and Marketing Service is responsible for poultry grading—a voluntary service. C&MS officials recommend two general steps for growers and processors who want to derive the greatest benefit from—and avoid misunderstandings about—sales contracts based on the number of Grade A birds:

(1) They should arrange for official USDA grade certificates covering the grower's separate lot.

(2) They should prevent bruising of the birds during the last two weeks before slaughter, since bruising is generally the main cause of downgrades (birds graded lower than A-quality).

Many turkey growers mistakenly believe that, since a USDA grader is stationed at a plant, his flock will be graded automatically as a separate lot. Actually, in 1967, few turkey processors kept growers' lots separated. Instead, many growers were reimbursed on an estimated percentage of Grade A birds calculated from plant records—NOT from

USDA records.

A turkey grower or producer desiring a USDA grade certificate must tell the processor that he wants a USDA certificate covering his separate lot of turkeys. The processor must then (1) keep the grower's lot separate to the point of grading, (2) notify the USDA grader in writing that a separate certificate is desired, and (3) furnish assistance as necessary so that an accurate head count can be made and the reason for downgrades may be recorded. USDA does not make an extra charge for separate certifications.

Each turkey processor using the grading service will be contacted soon by USDA regarding arrangements for producer grading at his plant.

Arrangements for a USDA grade certificate should be included in the grower's contract with the processor. In fact, to insure an equitable contract agreement and to prevent later misunderstandings, growers and contractors should be specific in preparing all sections of the contract.

The contract should explicitly discuss:

(1) Sharing of downgraded turkeys due to trims caused by bruises or contamination.

(2) Condemnation due to over-scalding, misbleeds, and other processing errors.

(3) Birds that are dead on arrival.

(4) Basis of figuring the percentage of U.S. Grade A birds.

(5) Reporting of downgrading causes.

(6) Grouping of grades for pricing, for example, A-quality; A-quality but trimmed; all others.

Generally speaking, the contract should probably be arranged for each party to take a specified percentage of the losses due to bruises when the processor uses reasonable care in handling the birds. Usually, all birds condemned because of extra contamination, over-scalding, or faulty processing should be charged to the processor.

The official USDA grader cannot be responsible for determining processor or grower errors. The grower should arrange to observe his birds being processed and graded. If he has a question about procedures, he should speak with the processor immediately.

The most important consideration for growers and processors who want to make the most of Grade A percentage sales arrangements is the prevention of turkey bruising. Bruises must be trimmed, and a trimmed bird can rarely be graded higher than B quality.

A grower should protect his flock from bruising during the last few weeks before slaughter—any bruises sustained before that time will probably have healed. He must be especially careful during the loading and transportation of birds.

The processor should be careful to see that in-plant handling does not result in undergrade birds. He should be particularly cautious in unloading the turkeys and in processing them through the automatic equipment.

If proper care is taken in handling the birds, and if specific arrangements (including the use of USDA grade certificates) are made in the written contract, then both grower and processor should benefit from sales agreements dependent on the number of A-quality turkeys.

The author is Chief, Grading Branch, Poultry Division, C&MS, USDA.

Dear Aggie...

The questions are just for fun, but C&MS gives real advice to forlorn food buyers.

DO YOU HAVE a food buying problem? Maybe "Dear Aggie" has the answers. The following questions are just for fun, but the answers are for real—from the U.S. Department of Agriculture's Consumer and Marketing Service.

DEAR AGGIE—I have been married for six months, and the one complaint my husband has is that I don't fix chicken. Since he is always bragging about his mother's chicken dishes, I'm almost afraid to try—especially since I don't even know how to buy poultry. Please help me keep my husband happy.

NEWLYWED

DEAR NEWLYWED—When you buy a chicken, look for the U.S. Grade A shield—an indication of the highest quality. Grade A chickens have a better appearance and usually more meat than those of lower grades. You can be sure that a chicken bearing the grade shield is also wholesome because only birds which have been USDA inspected for wholesomeness may be graded. Remember, though, that the grade is not a guide to tenderness. That depends on the age of the chicken. Words like "Young," "Broiler," or "Fryer" indicate a young, tender bird. "Stewing Hen" means the bird is older and will have to be cooked with moist heat to make it tender. For more information, write for a free copy of "How To Buy Poultry by USDA Grades," MB-1, from Office of Information, USDA, Washington, D.C. 20250. Be sure to include your ZIP Code.

DEAR AGGIE—Each package of Cheddar cheese I buy seems to have a different flavor. This ruins my soufflé, and I'm no longer considered the best cook on my block. What can I do? **TEARFUL**

DEAR TEARFUL — Cheddar cheese with the U.S. Grade AA mark assures you of consistently fine Cheddar flavor and texture in every package. To earn this top grade, the

cheese must be produced with special care. And, the milk used must be of the highest quality. Incidentally, the grade mark tells you that the cheese was produced in a USDA inspected and approved plant, under sanitary conditions. For a free copy of "How To Buy Cheddar Cheese," G-128, send a postcard request to Office of Information, USDA, Washington, D.C. 20250.

DEAR AGGIE — I had always thought that food was the way to a man's heart—until last week when my boyfriend (I'll call him Joe) came over for dinner. I bought "His 'n Her" steaks and broiled them. But, I didn't like my steak and Joe didn't like his. And, he hasn't called me since. **BROKEN HEARTED**

DEAR BROKEN HEARTED — Fancy names like "His 'n Her" are not nationally recognized names for steak. So, it's possible that your steaks came from one of the less tender parts of the carcass and were not suitable for broiling. Because of this, you should have cooked them with moist heat to make them tender. You should consider two things in buying beef—the cut and the USDA grade. Tenderness varies for any given cut. The higher the USDA grade, the more tender, juicy, and flavorful that cut is likely to be. U.S. Prime, Choice, and Good are the grades usually sold at your store or supermarket. If Joe calls again, ask him over—and this time why not serve a porterhouse steak? It's a great steak for special occasions—many people consider it the best. And because it is a more tender cut, a porterhouse steak of U.S. Prime, Choice, or Good grade is great for broiling. For more information, write for a free copy of "How To Buy Beef Steaks," G-145, Office of Information, USDA, Washington, D.C. 20250.

Still having problems in food buying? You can get a free copy of

STATE MARKETING ACTIVITIES

ADMINISTRATION AWARD

Clyde L. Miller, chief of the *Pennsylvania State Department of Agriculture's* Fruit and Vegetable Division, is the recipient of an award for outstanding administrative abilities. The award, given by the American Society for Public Administration, Central Pennsylvania Chapter, was given for Miller's work in fruit and vegetable inspection and apple grading and storage programs. The State Fruit and Vegetable Division inspection service is operated in cooperation with the Fruit and Vegetable Inspection Association of Pennsylvania and the U.S. Department of Agriculture's Consumer and Marketing Service.

* * *

COLORADO CONSUMER SPECIALIST

The *Colorado Department of Agriculture* has hired Beverly R. Martin as consumer marketing specialist for the State. Agriculture Commissioner John Orcutt said Miss Martin will provide leadership for consumer information programs. She received a home economics degree from the University of Massachusetts and a masters degree from Simmons College in Boston.

Eleven States now have consumer marketing specialists to coordinate consumer information.

"How To Use USDA Grades In Buying Food," PA-708, by writing to the Office of Information, USDA, Washington, D.C. 20250. Be sure to include your ZIP Code.

CODEX COMMISSION PROPOSES WORLDWIDE FOOD STANDARDS

These standards will help protect the interests of consumers everywhere by insuring that foods are safe, sound, wholesome, and properly labeled.

By George R. Grange

IN OCTOBER 1962, 44 nations joined together for the first time to develop worldwide standards of identity for many foods. For this purpose, a new organization was developed—the Codex Alimentarius Commission, under the joint sponsorship of the Food and Agriculture Organization of the United Nations and the World Health Organization.

Now, five years later, the plan for establishing worldwide food standards is nearing reality. At 3:25 p.m., February 28, at the 5th General Session, the Codex Commission completed work on the first worldwide food standard to be sent to member countries for acceptance. When the standard—for canned tomatoes—reached this important milestone, delegates from 52 nations joined in a spontaneous and electrifying ovation, in tribute to this inspiring example of how many nations, with many different interests, can unite for a common goal.

Before the General Session concluded, ten other worldwide food standards were recommended for adoption. If enough countries accept the eleven proposed standards, they will be the first to be adopted and published in the *Codex Alimentarius* (or food code), the official publication of the Commission.

In addition to the standard for canned tomatoes, the Codex Alimentarius Commission also recommended that member countries

adopt proposed worldwide standards for canned green and wax beans, peaches, applesauce, grapefruit, sweetcorn, and five types of sugar, including glucose syrup and lactose.

The United States is one of the member countries of the Codex Alimentarius Commission actively engaged in the development of worldwide standards for foods. One of several government agencies working closely with the Commission is the Consumer and Marketing Service of the U.S. Department of Agriculture. C&MS is a leading agency in domestic food standards development.

It should be noted that a Codex Standard could be fully accepted in the United States *only* if our standards of identity and composition, or minimum standards of quality, contain the same provisions and specifications as the Codex Standard. Consequently, if a difference exists, the Food and Drug Administration or the U.S. Department of Agriculture (depending on the product involved) would have to follow existing procedures for promulgating (or amending) a comparable national standard before such a Codex Standard could be fully accepted. Otherwise, the United States would notify the Commission of either its partial acceptance or its rejection of the Codex Standard. Similar procedures would be followed in other

member countries.

What happens when a member country accepts a Codex Standard—for example, the standard for canned tomatoes? It means that any canned tomatoes traded and offered for sale in that country must meet at least the minimum requirements of the Codex Standard. When enough countries accept the same standard, it means that trading between countries will be made considerably easier since they will all be buying and selling the same basic product. The standard, however, does not mean that canned tomatoes all over the world will necessarily taste the same. It just means that all of the canned tomato products will at least meet certain minimum standards of identity and will be wholesome and safe to eat.

The proposed standards now being considered are standards of identity. That is, the standard describes and identifies the food, including its ingredients. Also considered are additives, residues, labeling, sampling and testing procedures, and requirements for hygiene.

A look at the proposed Codex Standard for canned tomatoes will help to illustrate the kind of requirements included:

For example, the standard spells out that canned tomatoes will be “prepared from washed, ripened tomatoes . . . of red or reddish varie-

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ties which are clean and which are substantially sound. Tomatoes shall have the stems and calices removed and shall be cored except where the internal core is insignificant . . . and shall be packed with or without a suitable liquid packing medium (other than added water) and seasoning ingredients . . .”

The standard goes on to explain that the canned tomatoes shall be “processed by heat in an appropriate manner before or after being sealed in a container, so as to prevent spoilage” and that the tomatoes

should be prepared under specified hygienic requirements recommended by the Codex Alimentarius Commission.

The proposed standard also goes on to describe varieties of tomatoes than can be used (e.g., round, pear, egg, or plum); the style or form, including whole, whole and pieces, pieces, diced, sliced, and wedges; and the types of pack, such as regular pack (with liquid), solid pack (without liquid), or flavored, stewed, or seasoned (where vegetable ingredients, such as onions, peppers, and celery are added). In the latter case, these vegetable ingredients cannot exceed 10 percent of the total volume of the product.

Other factors the standard specifies include how the canned tomatoes may be packed (e.g., juice, puree, paste, etc.); what additives may be used; the type of flavor the product should have (normal flavor, free from foreign odors); the color; how full the can should be filled (at least 90 percent); and how it should be labeled.

There are other technical details in the proposed Codex Standard for canned tomatoes, but the above examples provide an idea as to how extensive these standards are.

The main thing to remember about all Codex Standards is that when they are adopted and put into use, they will help protect the interests of consumers everywhere by insuring that the various foods are safe, sound, wholesome and properly labeled—and they will facilitate freer trade among nations.

In addition to the foods mentioned in the accompanying article, the Codex Alimentarius Commission is also developing worldwide standards for the following foods and subject areas: food labeling, food hygiene, food additives, pesticide residues, methods of analysis and sampling, fruit juices, cocoa products and chocolate, fats and oils, fish and fishery products, meat and meat products, foods for special dietary use, frozen foods, and milk and milk products.

Escalating the War Against HUNGER

The recent entry of many U.S. counties with unusually low per capita incomes into a USDA food program may lead to reaching every person with a full and nutritious diet.

A NEWSPAPER, *The Andalusia Star News* in Alabama, recently editorialized: "The surplus food commodity project is being introduced in Covington County and throughout Alabama. From this corner, this venture certainly at the outset has many praiseworthy features."

This comment and Covington County's family food-donations program reflect stepped-up efforts by the U.S. Department of Agriculture "to complete the task of reaching every person with a full and nutritious diet." Members and friends of the Commodity Distribution Division of USDA's Consumer and Marketing Service are encouraging certain counties that have unusually low per capita incomes, and no food-aid programs, to bring USDA food to their needy with USDA financial help. Other counties have plans to do the same.

These counties are among the 1,000 with the lowest per capita income, and did not have a food assistance program at the start of fiscal 1968. As of May 23, over 230 of these counties were operating or will start a food assistance program—either commodity distribution or food stamps.

In addition, the USDA has indicated that, if after repeated efforts by Federal and State officials to get a county to start a program, local officials refuse to do so, then the USDA will operate a commodity distribution program independently

of the local government until it is willing to assume this responsibility.

USDA-donated foods make a substantial contribution to a family's nutritional needs. They supply at least 60 percent of six of the eight basic nutrients in the recommended dietary allowances of the National Research Council. They further supply 35 to 45 percent of the two other nutrients—vitamins A and C. This balance of nutrients is achieved by wise purchases, within the framework of appropriate Federal laws, by USDA's commodity divisions and the Commodity Distribution Division. A good example is the purchase of instant potatoes, enriched with vitamins A and C, which was a part of USDA's potato diversion activities this year.

In addition to the enriched potatoes, USDA foods now available for donations to needy persons in family units include canned meat, butter, peanut butter, beans, fats, nonfat dry milk, cheese, a variety of cereal products, and dried fruit.

Such donations enable low-income families to use their food money to buy additional foods, usually fresh meat, fresh milk, fruit and vegetables, to give variety and substance to their diets.

Demonstration programs by Federal, State, and local extension workers, nutritionists and volunteers, help low-income families make the best possible use of donated foods to attain good diets.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW INFORMATIONAL MATERIALS FROM C&MS

Here is the quarterly roundup of new informational materials issued by the U.S. Department of Agriculture's Consumer and Marketing Service.

The following publications have come off press since March 1968:

AH-341, *USDA Standards for Food and Farm Products* (revised); G-145, *How to Buy Beef Steaks*; G-148, *How to Buy Butter*; SB-420, *Dairy Market Statistics, 1967 Annual Summary of Market Statistics*; SB-421, *Poultry Market Statistics, 1967 Annual Summary*; MB-41, *Market News Service on Cotton*; MB-27, *The Federal Milk Marketing Order Program* (revised) PA-19, *National School Lunch Program* (revised). Single copies of these are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title, and include your ZIP code.

Other new publications are available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. They are AMG-60, *1968 Acreage Marketing Guides—Vegetables for Commercial Processing*; AMG-61, *1968 Acreage Marketing Guides—Summer and Fall Potatoes*; AMG-62, *1968 Acre-*

age Marketing Guides—Summer and Fall Vegetables, Melons, Sweetpotatoes; C&MS-2 (1967), *Molasses Market News, Annual Summary 1967*; C&MS-53, *List of Available Publications of Consumer and Marketing Service* (revised); C&MS-59, *Rolled Oats (Quick Cooling)—A good choice for the thrifty family*; C&MS-60, *Raisins—A good choice for the thrifty family*; AIB-331, *Summary—Cotton Fiber and Processing Test Results—Crop of 1967*.

Available upon request from Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250 are C&MS-3 (1967), *Fresh Fruit & Vegetable Unloads in Eastern Cities, by Commodities, States and Months, Calendar Year 1967*; C&MS-4 (1967), *Fresh Fruit & Vegetable Unloads in Western Cities, by Commodities, States and Months, Calendar Year 1967*; C&MS-5 (1967), *Fresh Fruit & Vegetable Unloads in Midwestern Cities, by Commodities, States and Months, Calendar Year 1967*; C&MS-6 (1967), *Fresh Fruit & Vegetable Unloads in Southern Cities, by Commodities, States and Months, Calendar Year 1967*; C&MS-7 (1967), *Fresh Fruit & Vegetable Unload Totals for 41 Cities, Calendar Year 1967*.

Two new television films and a movie are also available:

Grading School is a one-minute

color TV spot. Grandpa Franklin learns how to buy meat by going through USDA "grade" school.

The Roast That Failed is also a one-minute color TV spot in which an elegant family dinner meets disaster when the roast proves tough. Offers publication, "How to Buy Beef Roasts."

Both of these spots are available free to TV Stations *only* and may be obtained from Radio and TV Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

The Mark of Quality is a 13-minute color movie. It takes a housewife from feedlot to supermarket showing how the Federal meat grading service can help her be a better food shopper. This film is available on a loan basis and also may be purchased for \$65 apiece from Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code with any requests.

387 MEAT PLANTS GRANTED FEDERAL INSPECTION

The U.S. Department of Agriculture granted Federal inspection to 387 new applicants during the first three months after Congress passed the Wholesome Meat Act in

December 1967.

The new act brought under Federal inspection meat plants where carcasses are cut up into wholesale cuts for further processing (known in the trade as "boners and cutters") if they operate in interstate commerce. It also eliminated the so-called "retailer exemptions," previously given to retail dealers that did less than a USDA-specified volume of business in interstate commerce.

USDA has granted inspection to 124 boners and cutters and to 211 previous exemption holders as well as to 52 slaughtering and processing plants, bringing the total number of plants in the United States under Federal inspection to more than 2,300.

USDA also has surveyed and rejected 632 plants which applied for Federal inspection because they could not meet such requirements as having equipment and facilities which lend themselves to adequate cleaning and sanitary operation. Many plants with deficiencies were rejected pending corrective action.

The Federal Meat Inspection Program administered by USDA's Consumer and Marketing Service, requires Federal inspection of all meat processed in plants which market across State lines or in foreign commerce. The Wholesome Meat Act gives each of the States up to three years to provide a meat inspection program which meets Federal inspection standards.

JUNE IS DAIRY MONTH

Milk and dairy products again highlight the celebration of June as National Dairy Month. The U.S. Department of Agriculture is joining hands with the important dairy industry in helping to stimulate the use of its varied products during this peak production time.

Other plentiful foods for June are eggs, seasonal vegetables and vegetable fats and oils.

Egg production in the first quarter of this year ran 2 percent ahead

of the extremely large output of a year earlier, so prospects point to very plentiful supplies. In June, production of eggs is expected to be near record levels of a year ago.

Housewives can look forward to supplies of seasonal vegetables and plenty of vegetable fats and oils for summer salads and barbecues.

CHICKEN ON THE HOUSE

It was chicken on the house for three days recently at a Watchung, N.J. supermarket, thanks to the combined efforts of the U.S. Department of Agriculture's Consumer and Marketing Service, a Maryland poultry processor and the store itself.

This event could only be described as a smashing success for producer and consumer alike. During the three days of the promotion, which consisted of southern fried chicken cooking demonstrations and distribution of free samples to shoppers, the store sold 15,000 pounds of poultry. This represented a 10 percent increase over normal sales for a comparable period.

The occasion was a USDA Plentiful Foods Program promotion designed to help producers market their abundant supplies and at the same time advise consumers of good buys. Not only did the producer sell more of his product, but more consumers learned that chickens were being featured by the store at reasonable prices.

About 300 pounds of cut-up USDA Grade A poultry were given out as samples by the demonstrators. Recipe booklets and USDA literature on how to purchase poultry were also distributed.

An added bonus of the promotion, for another agricultural product as well as for the store, was the run on peanut cooking oil. Many of the passing shoppers took note of the peanut oil the demonstrators were using and were so intrigued by the results that they decided to try it for themselves.

As a result USDA found itself in the unique situation of not only promoting chickens but also a peanut product which was a "plentiful food" at the time.

FOOD PROGRAM NEWS

A train 12 miles long, loaded with 59.4 million pounds of food from the U.S. Department of Agriculture, valued at more than \$18 million—this is the Commonwealth of Pennsylvania-USDA food donations story for last year. And according to the Commonwealth's Director of Property and Supplies, who furnished the figures and made the train-length estimate, the USDA food benefited nearly 1.3 million Pennsylvanians. Included in the shipments were 34 varieties of foods to about 100 delivery points.

USDA-donated foods contribute considerably to school lunch programs throughout the States and territories. And of course, that is what they are designed to do. But a food service director in a heavily populated urban county in the South goes farther. He says "the secret to an efficient and successful food service operation is the wise use of donated foods," which may contribute as much as 14 cents worth of food to a school lunch.

And in Montgomery County, Ala., a high school lunchroom manager made a study of the school's baking activities for the school year. Among other results, this one: 2 million rolls, prepared from USDA commodities, cost an estimated one-half cent per roll. If purchased commercially, the rolls would have cost 28 cents a dozen, wholesale. The school realized a savings of \$36,500 for the year from its roll baking. Similar savings are probably made many

times in schools across the nation—through the wise use of USDA commodities.

ADVISORY COMMITTEE HELPS TO IMPLEMENT WHOLESOME MEAT ACT

A National Advisory Committee for Meat Inspection is taking an active role in implementing Federal-State provisions of the Wholesome Meat Act of 1967.

Committee members were chosen by Secretary of Agriculture Orville L. Freeman in March.

Committee chairman is George L. Mehren, Assistant Secretary of Agriculture for Marketing and Consumer Services. The vice-chairman is Rodney E. Leonard, Administrator of the Consumer and Marketing Service—the U.S. Department of Agriculture agency which administers the Federal meat inspection program. The committee's executive secretary is Robert K. Somers, C&MS Deputy Administrator for Consumer Protection.

The committee has taken on a large part of the task of seeing to it that a strong meat inspection program is developed in each State. In its initial meeting in Washington, D.C., March 27, the committee reviewed progress since the Wholesome Meat Act became law and discussed steps that have been and will need to be taken to develop Federal-State cooperative agreements for inspecting meat at the intra-State level.

Also covered were details of Federal financial assistance to the States, criteria for reviewing meat plants and State inspection programs, and communications between State and Federal officials who are working together to implement inspection regulations and procedures.

Four subcommittees were established, each to deal with specific phases of implementation, including: (1) legal interpretations, regulations, and marks of inspection; (2) product standards and labeling;

(3) administrative, fiscal, and training; and (4) laboratory services.

The Advisory Committee is a working body and has a monthly schedule of meetings, with intervening sessions of the subcommittees.

USDA FOOD COMES TO KNOX COUNTY

U.S. Department of Agriculture donated foods are no strangers to the residents of Maine. Upwards of 15 thousands of them benefit each month from the good canned meat, dry milk, beans, raisins, cheese, peanut butter, butter, margarine, shortening, flour and other cereal products that USDA brings them through their local and State governments.

But the food donation program that recently came to Knox County, Maine, is an exception. It marks the first time that USDA foods were available to needy persons on a county-wide basis in this State. Maine's pre-Knox County food-donation programs operate only in scattered towns and communities.

The significance of this fact was brought out during the opening ceremonies at Rockland, Maine. The Governor of the State and other officials helped with the first distribution of USDA food for Knox County. Speaking later in Portland, Maine, the Governor again referred to this food-donation program and expressed the hope that other counties in Maine would organize USDA food programs for needy people in the same way. The Knox County program required the cooperation of 18 separate towns and is being administered by a Community Action Program.

Some 3.5 million needy persons in parts of 48 States, 3 territories, and 25 Indian reservations benefit each month from USDA food donations. Needy residents of Knox County, Maine, are now numbered among them.

FOOD TIPS

-from USDA's Consumer
and Marketing Service

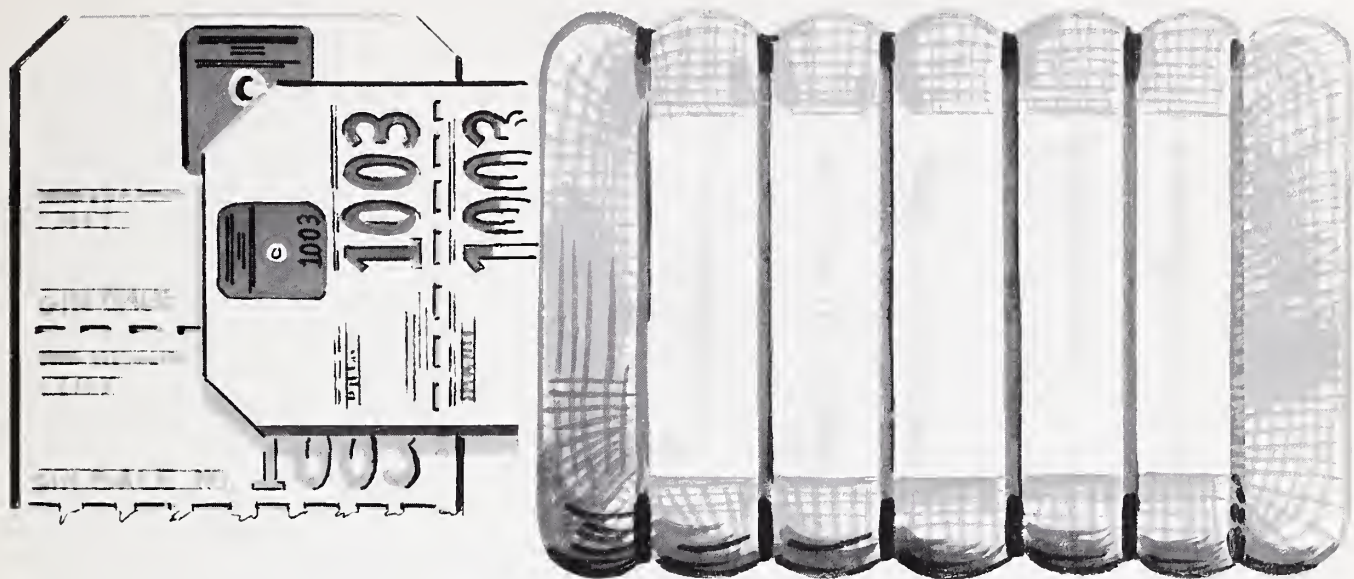
For greatest eating satisfaction, make sure that any *steak* you intend to broil is *at least* one inch thick. According to meat quality experts of the U.S. Department of Agriculture's Consumer and Marketing Service, you might find it difficult to cook a steak "medium-rare" if you have a thin steak.

Other good steak cooking advice from C&MS: Buy a high grade, either USDA Prime or USDA Choice. Choose a Sirloin, porterhouse, T-bone, Club or Rib steak—all will be very tender and juicy in the top U.S. grades. These cuts are also excellent for outdoor charcoal broiling.

* * *

Egg experts of USDA's Consumer and Marketing Service advise you to refrigerate your *eggs*—with the large end up to help maintain quality—as soon as you get them from your market.

Look for the USDA grade shield when you shop. Choose Grade AA (or Fresh Fancy) or Grade A eggs in any size—such as Small, Medium, Large, or Extra Large—for excellent quality.



A NEW FUTURE FOR COTTON FUTURES

By James R. Conrad

AT PRECISELY 10:30 every morning, the seemingly quiet trading floor of the New York Cotton Exchange—the only place in the country where cotton is traded under futures contracts—transforms into a cacophony of clamoring bells, shouting, clattering typewriters, and ringing telephones.

For the next five hours thousands of bales of cotton will be bought and sold by speculators, cotton mills, merchants, shippers, producers, and others for delivery at a predetermined time in the future. Then, the trading will stop as abruptly as it began.

Although only a small portion of the cotton traded on the Exchange floor may eventually be “delivered” under a futures contract, the delivery is where the Consumer and Marketing Service of the U.S. Department of Agriculture plays a vital role. One of the functions of C&MS’ Cotton Division is to class and “certificate” for quality all cotton that may be delivered under a futures contract.

Cotton futures trading as we know it today is based on the Cotton Futures Act which Congress passed in 1916. The act was designed to re-

gulate the business of trading in contracts for the future delivery of cotton.

The duties of C&MS, as they apply to cotton futures transactions, are basically two-fold:

*To certify the quality of cotton delivered under a futures contract. Samples from bales of cotton to be certified for delivery are sent to one of five classing laboratories where they are classed for grade and staple length (fiber length), and tested for fiber fineness. If the cotton is eligible for delivery under the terms specified in a given futures contract, the cotton may be delivered in settlement of the contract.

*To report prices quoted for spot cotton—for various grades and staple lengths—in designated spot cotton markets around the country. Activities in these markets—where actual bales of cotton are sold—may affect trading prices on the New York Cotton Exchange.

During the past few years, trading on the cotton futures market dwindled to only a fraction of its one-time volume. The picture changed, however, in March 1967, when the New York Cotton Exchange adopted a new cotton fu-

tures contract based on longer staple length cotton—Middling 1-1/16 inches cotton. The change to the longer staple length trading base was made to reflect the true market value for nearly two-thirds of the annual production of cotton.

While the base quality for the new contract is Middling 1-1/16 inches, many other qualities are deliverable under this contract. Those above the base quality in value receive a premium when delivered, and those below the value of the

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base quality receive a discount. These premiums and discounts are determined from quotations in designated spot cotton markets and are quoted daily by C&MS.

As a result of this new contract, activity in cotton futures trading has taken on greater importance in minimizing the affect of adverse price movements. C&MS, as a result, will continue to play an important role in certifying the quality of cotton that may be delivered under futures contracts.

OFFICIAL BUSINESS

C&MS Personnel Spotlight on

Commodity Distribution Supervisor

IMAGINE spending Easter Sunday traveling along the flood-swollen Mississippi to insure that food reaches disaster victims . . . or speeding through the twilight of a Saturday in April to reach a tornado-ravaged town with emergency food supplies.

These are the more unusual aspects of Al Carlson's job as supervisor of the Commodity Distribution Program in the Consumer Food Programs' Midwest District Office at Chicago, Illinois. The program is administered by the Consumer and Marketing Service of the U.S. Department of Agriculture.

"Disaster relief is one aspect of our job which really supplies food in time of need," Carlson points out. "We worked with State and local agencies in Minnesota, Wisconsin, Iowa, Illinois, and Missouri to issue over 435,000 pounds of food to the Red Cross and other disaster relief agencies during those Mississippi River floods in the spring of 1965. In April 1967 we distributed over 39,000 pounds of food to residents of Chicago and other Northern Illinois communities after killer tornadoes struck there," he reports.

The Commodity Distribution program distributes abundant agricul-

tural commodities to schools, institutions and needy persons, and also makes food available when disaster strikes. Through Al and his USDA counterparts across the Nation, foods are distributed to State agencies, which in turn issue them through local outlets to those eligible.

"Schools taking part in the National School Lunch Program receive our donated foods, and we believe the children who enjoy the menus prepared from them learn better nutritional habits as they receive balanced diets with the help of this program," Carlson points out.

"The value of these commodities in county homes, child-care centers or other institutions which care for the needy, as well as the direct distribution to needy persons, is obvious," he states. "They are helped toward a better diet which makes them healthier and boosts their morale."

"It has been shown—dramatically—that nutrition education programs conducted along with distribution of commodities improves the recipients' nutritional well-being and promotes better use of the foods."

During fiscal 1967 Carlson traveled approximately 18,000 miles to

help in the distribution of 295 million pounds of commodities worth some \$60 million in 11 Midwest States.

Over the past six months he has been involved in negotiations which will bring the food donation program to even more low-income persons in Missouri, Nebraska, and South Dakota.

"In our normal distribution operations, the State or county government pays the administrative costs of the program," says Carlson. "However, some counties cannot afford this cost and thus have not participated in the program. Our agreement with Missouri, for example, allows us to offer the program to 26 low-income counties where USDA will absorb the administrative costs, thus enabling them to begin the food donation program. These counties are among the lowest income counties in the Nation which USDA is trying to reach with a food assistance program, thus helping relieve hunger among the less fortunate in these areas."

With this challenge, Al Carlson may be spending more Saturday and Sunday evenings "on the road" for C&MS.